

Message Text

UNCLASSIFIED

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E.O. 11652: N/A

TAGS: BEXP, EINV, EIND, KU

SUBJ: POSSIBLE INTEREST IN CLEAR PLASTIC CLING FILM INDUSTRY

1. EMBASSY HAS BEEN ASKED BY OFFICIAL OF INDUSTRIAL BANK OF KUWAIT (IBK) FOR NAMES OF U.S. MANUFACTURERS OF CLEAR PLASTIC CLING FILM SIMILAR TO "SARAN-WRAP". IBK OFFICIAL BELIEVES SUFFICIENT MARKET EXISTS HERE AND IN NEIGHBORING COUNTRIES TO WARRANT ESTABLISHMENT OF MANUFACTURING OPERATION IN KUWAIT. HE ESTIMATES \$1 MILLION PER YEAR IN RETAIL AND INSTITUTIONAL SALES IN KUWAIT ALONE.

2. IBK IS YOUNG (ESTABLISHED IN LATE 1974) BUT AGGRESSIVE AND SUCCESSFUL ORGANIZATION WHOSE PRIMARY FUNCTION IS TO FACILITATE PRIVATE SECTOR INDUSTRIAL PROJECTS IN KUWAIT. TYPICALLY THIS INVOLVES MATING FOREIGN MANUFACTURERS WITH LOCAL ENTREPRENEURS. IN PRESENT CASE, IBK OFFICIAL WOULD LIKE NAMES OF MANUFACTURERS WITH WHOM HE COULD CORRESPOND REGARDING POSSIBILITY OF ESTABLISHING CLEAR PLASTIC CLING FILM COMPANY IN KUWAIT. FOREIGN EQUITY PARTICIPATION NOT NECESSARY, BUT KUWAITIS PROBABLY WOULD WANT FOREIGN COMPANY TO PROVIDE TURN-KEY SERVICES.

3. ACTION REQUESTED: COMMERCE REQUESTED PROVIDE EMBASSY WITH NAMES OF HALF DOZEN LEADING U.S. MANUFACTURERS WITH ADDRESS AND IF POSSIBLE NAME OF PERSON TO WHOM IBK QUERIES SHOULD BE SENT. COMMERCE MAY ADVISE INTERESTED COMPANIES TO WRITE DIRECTLY TO MR. LUCIEN TUTUNJI, INDUSTRIAL BANK OF KUWAIT, P.O. BOX WJQRY SAFAT, KUWAIT, KUWAIT, IF THEY WISH.
MAU

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Message Attributes

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